



WUTR
201 Humboldt Street
Rochester, NY 14610

Mark Guma Communications
211 W 107th St
Ste 2E
New York, NY 10025

Contract # 1460458

Schedule Dates 11/05/16-11/08/16
Advertiser Bill Magee/State Assembly/Democrat/NY (84625)
Agency Mark Guma Communications (11059)
Product Political - Candidate Other (1066)
Brand FLIGHT 11.5-11.8 (572896)
Salesperson Utica, House (1386)
Sales Office Utica
Buyer Name Guma,Mark
Phone/Fax /
CPE N/A
Account Types Local/Political
Billing Type Standard
Comments

Date Entered 11/04/16
Last Modified 11/04/16
Entered By Julie Orilio
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$451.50
Net Total \$2,558.50
Sales Tax

Utica (WUTR)

By Broadcast Month	Spots	Rate
Nov. 2016	28	\$3,010.00
Grand Total:	28	\$3,010.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	11/07/16-11/08/16	5	:30	5A- ABC Morning News		2	2						4	\$10.00	\$40.00	Utica (WUTR)		11/4/16
2.0	Normal Line / SPOT	11/07/16-11/08/16	1	:30	7A- Good Morning America		2	2						4	\$60.00	\$240.00	Utica (WUTR)		11/4/16
3.0	Normal Line / SPOT	11/07/16-11/08/16	4	:30	9A- Live! With Kelly & Michael		1	1						2	\$50.00	\$100.00	Utica (WUTR)		11/4/16
4.0	Normal Line / SPOT	11/07/16-11/08/16	4	:30	10A- The Doctors		1	1						2	\$20.00	\$40.00	Utica (WUTR)	1	11/4/16
5.0	Normal Line / SPOT	11/07/16-11/08/16	4	:30	11A- The View		1	1						2	\$20.00	\$40.00	Utica (WUTR)		11/4/16
6.0	Normal Line / SPOT	11/07/16-11/08/16	4	:30	12P- Who Wants to be a Millionaire		1	1						2	\$20.00	\$40.00	Utica (WUTR)		11/4/16
7.0	Normal Line / SPOT	11/07/16-11/08/16	4	:30	1P- The Chew		1	1						2	\$25.00	\$50.00	Utica (WUTR)		11/4/16
8.0	Normal Line / SPOT	11/07/16-11/08/16	4	:30	2P- General Hospital		1	1						2	\$30.00	\$60.00	Utica (WUTR)		11/4/16
9.0	Normal Line / SPOT	11/07/16-11/07/16	4	:30	10P- Conviction 10P		2							2	\$350.00	\$700.00	Utica (WUTR)		11/4/16
10.0	Normal Line / SPOT	11/05/16-11/05/16	4	:30	12P- ABC College Football							4		4	\$250.00	\$1,000.00	Utica (WUTR)		11/4/16
11.0	Normal Line / SPOT	11/05/16-11/05/16	4	:30	3:30P- ABC College Football							2		2	\$350.00	\$700.00	Utica (WUTR)		11/4/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions

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